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Harris Interactive & Placecast: Location Based Marketing Survey

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[Harris Interactive](#) recently conducted a survey on behalf of [Placecast](#) digging into consumers' preference and receptivity towards location based marketing and specifically receiving location triggered messages from businesses.

I think it is tough to read too much into these types of surveys, when you're dealing with new technology and the general computing public because as Henry Ford said "If you asked people what they wanted they would say 'faster horses'".

Nonetheless, here are some of the highlight that I could distill from the results:

- The big finding seems to be that once receiving a text alert from a merchant, 33% of respondents felt that they would be more likely to visit the physical store and 28% felt more likely to purchase the product promoted in the store.
- As you might expect young people are most receptive to receiving opt in location triggered messaging. Heck [1 in 3 teenagers sends over 100 text messages a day](#), so you can imagine how the occasional one thrown in there from Abercrombie and Fitch wouldn't necessarily be a unwanted interruption from gossiping about Molly's new haircut. The study also found that 35-44 year olds are increasingly (6pts) more receptive than they were to the idea roughly a year ago.
- The survey also miraculously uncovers that fact that men like, and are most interested in receiving

alerts on, electronics and sporting goods, ditto for women with beauty and apparel. So if a girl walks by a Home Depot, and is opted in, please don't send her the power drill ad... you know they have a whole home furnishing section in there too! Not sure what the point was here, but just know your customer and keep it useful and relevant seems to be the takeaway.

- It seems that nowadays when you're talking with joe public about the subject of location based marketing, you're less likely to get the response of "OMG! they're tracking me, that's creepy"... ok so you'll probably still get that a lot, but the survey found that 37% of people thought receiving location messages 'could be useful' and 29% thought "it could be interesting". Meanwhile, 27% of respondents flat out said "I don't like the idea of marketing messages being sent to me based on where I am." And no, Smith and Wesson shouldn't be allowed to target ads to that last group with texts saying "BWA-HA-HA, I KNOW WHERE YOU ARE!" even if they opt-in.

- Since this was a shopping survey, much of the focus and interest was on receiving promotions and offers. Those related to Groceries (68%), Restaurant Chains (64%) entertainment/movie (58%) and Fast Food (50%) topped the list of categories of interest shown by all consumers (did they survey these guys right before lunch!). And presumably because of the economy many folks are doing more looking for coupons and promotions these days, particularly young ladies and their desire for grocery coupons (85%!).

- The survey also shows that 14% of respondents say it's extremely or very important to be able to search for a retail location using their smartphone.

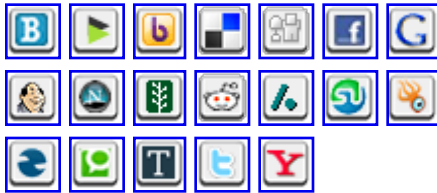
It's good to get some real formal research regarding consumers' perceptions around this market. Check out all the slides from the presentation below.

[Harris Interactive, Placecast LBS Marketing Poll](#)



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